

2007-02-16

MBooks Survey

Chapman, Suzanne

<https://hdl.handle.net/2027.42/107019>

<http://creativecommons.org/licenses/by-nc-sa/3.0/us/>

Downloaded from Deep Blue, University of Michigan's institutional repository

Project Cover Sheet

Project	<p>MBooks (Michigan Digitization Project) <i>Survey 1</i></p> <p>MBooks (Michigan Digitization Project) is the University of Michigan's online access system to the Library's digitized collections, currently containing the volumes that have been scanned through our partnership arrangement with Google.</p>
Report Info	<p>Report Author(s): Suzanne Chapman Contact Information: suzchap@umich.edu Report Date: 16 Feb 2007</p>
Objectives	<p>The primary goal of this survey was to collect a preliminary set of both quantitative and qualitative data about the functionality, usability, and aesthetics of MBooks.</p>
Methodology	<p>Method – Electronic Survey 30 total responses, 18 complete responses Dates of study: 2 Nov 2006 – 30 Jan 07</p>
Results & Analysis	<p>Despite the low response rate, most responses contributed to better understanding the users. A few problem areas were discovered and some known issues were substantiated.</p>
Recommendations	<ul style="list-style-type: none">• Linking in Mirlyn to both MBooks and Google Books search needs further explanation• Copyright status should be explicit in the MBooks interface for each item• “Search Only” message should be more readable• Sequence # or Page # should be explicit• Add volume, issue, and year information to bibliographic data area for serials• Show an error message when there is a problem generating the PDF view

Project Overview..... 3

Description of MBooks 3

Survey Goals..... 4

Methodology Overview 4

Survey Questions 5

Results & Data Analysis Overview..... 5

Results Analysis for Each Question 6

Recommendations for Interface Changes..... 17

Appendix A: Full Survey..... 19

Appendix B: Copyright statement for search only items 23



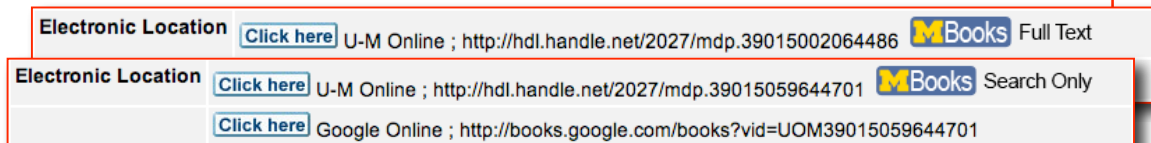
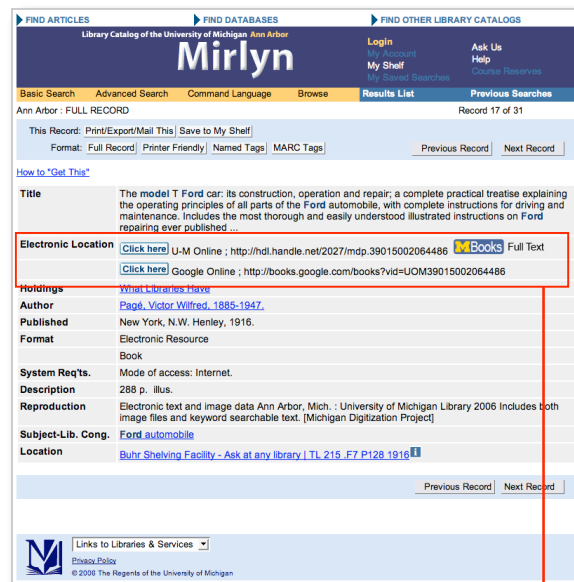
Project Overview

This survey represents the first study assessing the usability of MBooks. Following this report will be a number of studies including interviews, heuristic analysis, and formal user testing. Development for phase two of MBooks has begun and the findings from this study and upcoming studies will help to inform future decisions.

Description of MBooks

MBooks (Michigan Digitization Project) is the University of Michigan's online access system to the Library's digitized collections, currently containing the volumes that have been scanned through our partnership arrangement with Google. The MBooks "Page Turner" was developed by the University Library's Digital Library Production Service and put into production in August 31, 2006. A quick redesign was implemented in October 2006 in order to make minor adjustments and improvements to the usability and aesthetics.

Access to MBooks is currently found through Mirlyn, the library catalog. There is currently no way to restrict a search to only find MBooks items. When one is found, the catalog record will show two links – one to the item in MBooks and the other to the same item via the Google Book Search interface. If the item is still in copyright (usually items published after 1923), the icon will say "Search Only." If the item is no longer in copyright (usually items published prior to 1923) it will say "Full Text."



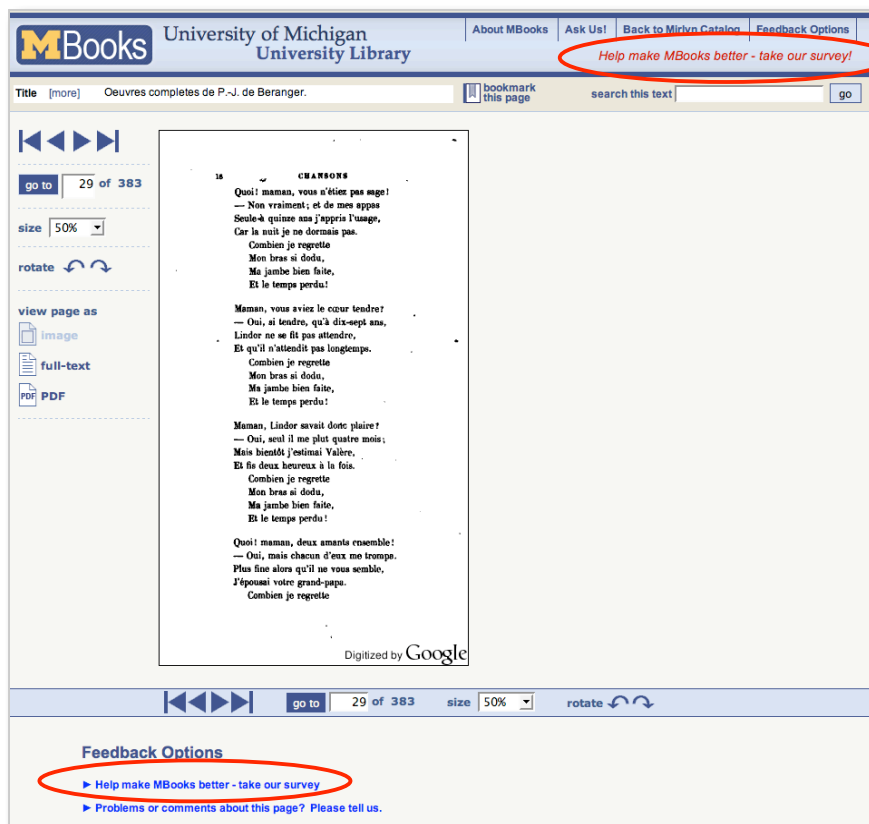
Survey Goals

The primary goal of this survey was to collect a preliminary set of both quantitative and qualitative data about the functionality, usability, and aesthetics of MBooks. The data gathered will begin to provide a view of the MBooks user base. Information gathered will inform the creation of user personas and scenarios, determine possible areas of strengths and weaknesses, and to find potential participants for future user testing.

Methodology Overview

The survey was created in Survey Monkey and made available via two links on the MBooks interface. Given that MBooks is fairly new, our target audience was users that had already experienced MBooks. Therefore, the survey was primarily promoted via the links on the interface.

The survey was available on the MBooks interface from November 2, 2006 to January 30, 2007. During this three-month period, there were 30 responses, but only 18 were deemed complete. Responses were deemed complete if the UM affiliation question and the majority of the rating questions were completed (1,3,8,9,10).



Survey Questions

The survey contained open-ended questions and questions with predefined response categories using frequency of use, importance, and Likert scales.

Survey questions were designed to gather basic information about the characteristics, behavior, and attitudes of the survey participants as detailed by Kuniavsky in *Observing the User Experience*. The last portion of the survey asks for volunteers for future surveys and user tests.

See Appendix A for the full survey.

User Characteristics	Demographic	- Affiliation with UM
	Technical	- How long using computers for research
User Behavior	Web use / Library use	- Use of research resources - Prior awareness of MBooks
	MBooks Use	- Use of Mirlyn's links to MBooks & Google - Use of current MBooks features
User Attitudes	Satisfaction	- Rating of certain MBooks attributes
	Preference	- Likes and dislikes about MBooks
	Desire	- Importance of features not currently in MBooks

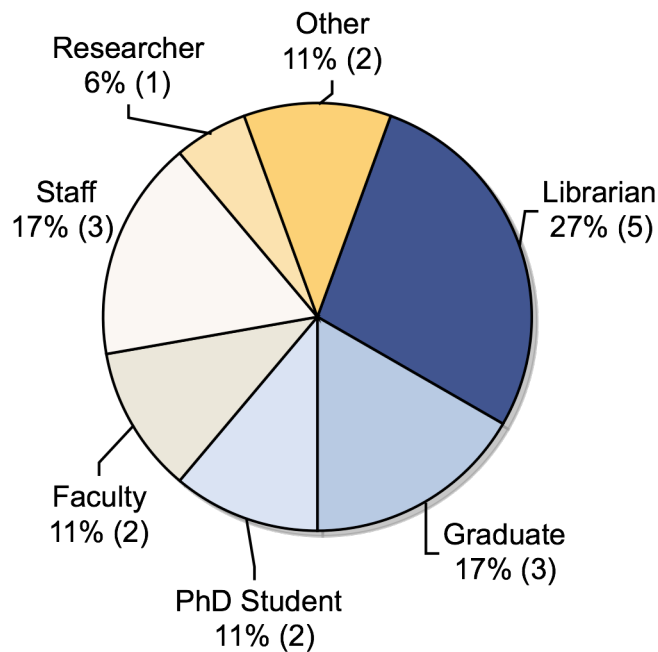
Results & Data Analysis Overview

All of the following findings were taken from the 18 surveys deemed “completed.” Web log analysis and use statistics are currently unavailable. Regardless, it is unlikely that 18 complete survey responses constitute a statistically valid sample. However, there are some findings that may prove valuable in developing future user tests and for the second phase of MBooks development.

Results Analysis for Each Question

*Q1: Your affiliation/status with the University of Michigan is:
(select the one that best describes you)*

Participants who completed the survey



Q2: How long have you been using computers to do research?

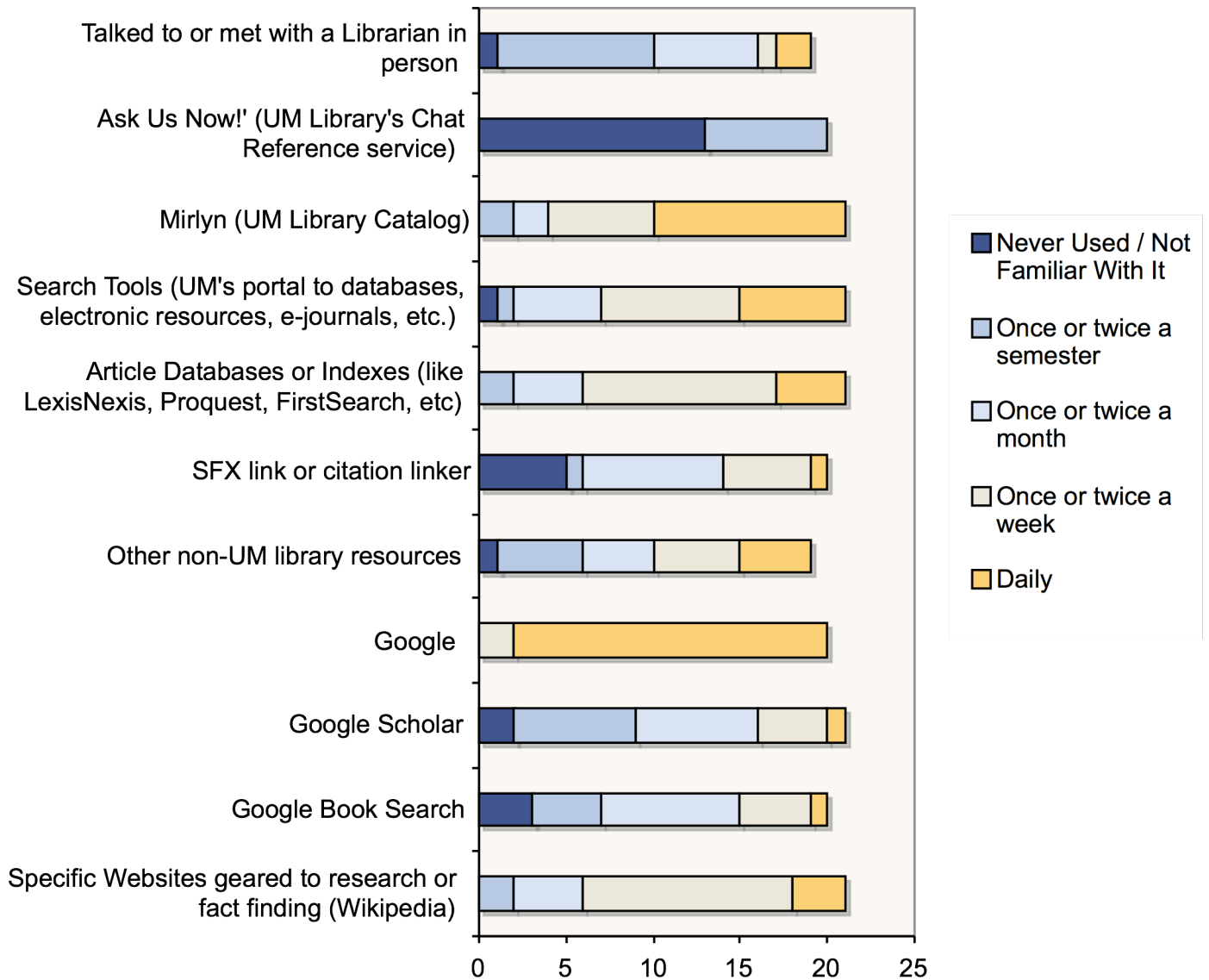
Less than a year: 0%

1-4 years: 0%

More than 4 years: 100%

The goal of this question was to find out if there are any users who are new to using computers to conduct research. It is obvious that this is not a concern. However, this does not indicate the skill level of the users.

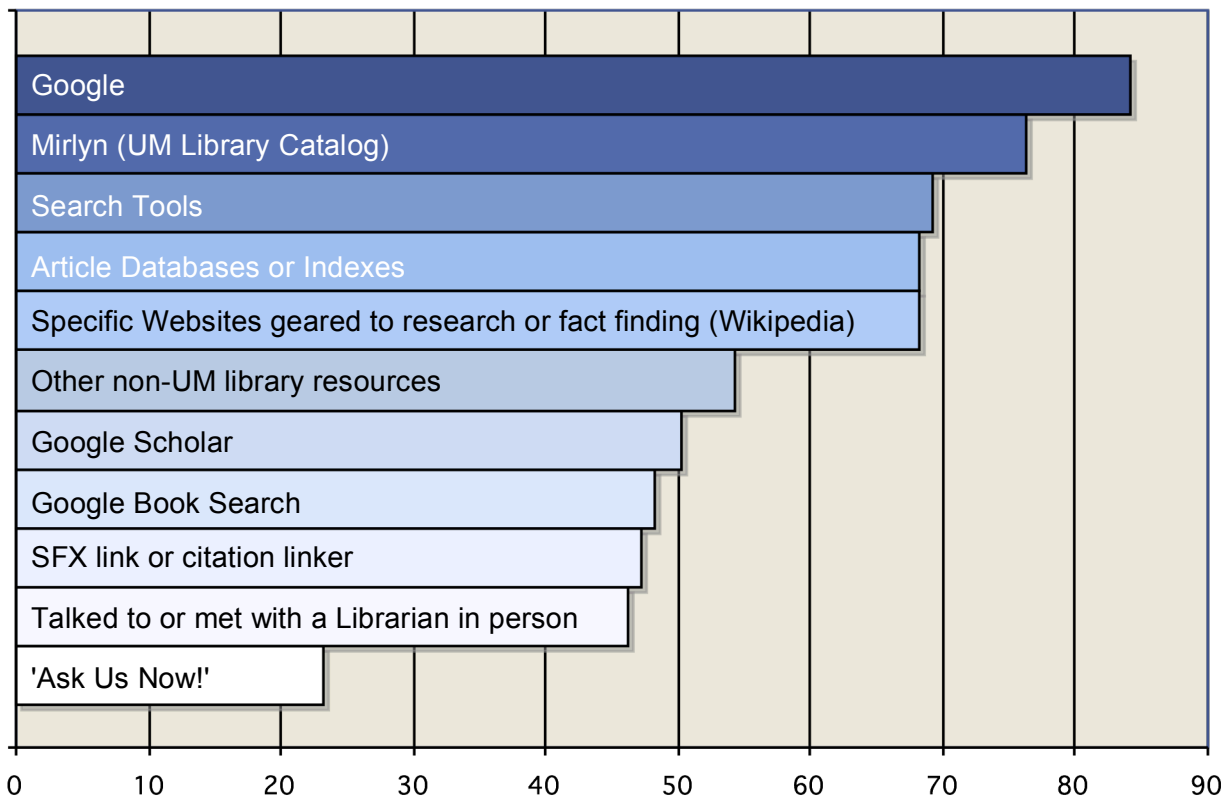
Q3: I use the following resources for research:



The purpose of this question was to expand on Q2 – to get a better sense of the participants' overall experiences conducting research within the library and via the web.

It came as no surprise that most participants are daily users of Google. In order to calculate the order of popularity of the rest of the selections, values were assigned to the levels of response and added together, with a total of 90 possible points.

- 1 = Never Used / Not Familiar With It
- 2 = Once or twice a semester
- 3 = Once or twice a month
- 4 = Once or twice a week
- 5 = Daily



Q4: Prior to using MBooks, were you aware of its existence?

Yes: 72.7%

No: 27.3%

Considering that MBooks had only been available for two months when the survey began, these figures are very encouraging.

Q5: The Mirlyn Catalog links to both "UM-online" (MBooks) and "Google Online" (Google Book Search). Did you notice the Google link?

Yes: 66.7%

No: 28.6%

I did not access MBooks via the Catalog: 4.8%

This question and the following two questions were intended to gather some preliminary data about gaining access to MBooks via the library catalog (Mirlyn).

Q6: Did you click the Google link?

[Only the 14 who answered 'yes' to Q5 were asked this question]

Yes: 57.1%

No: 42.9%

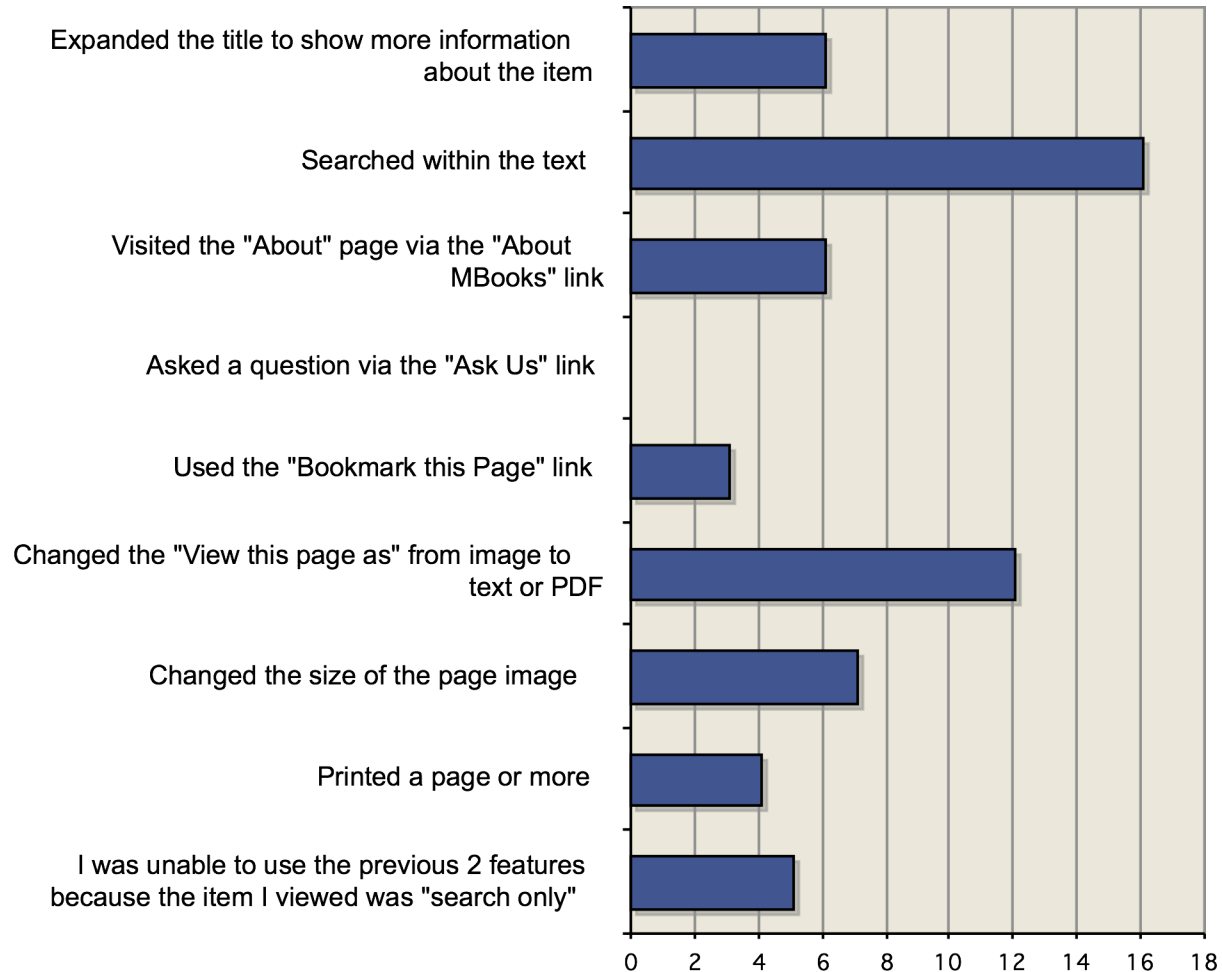
Q7: Why did you or why did you not click the Google link?

[Only the 14 who answered 'yes' to Q5 were asked this question]

1. To see if Google offers functionality I can't get at MBooks
2. I was curious to see what was there
3. I've clicked [sic] on both: Google: color U-M: better B&W detail
4. Just to see what it was. I was not expecting it and even after clicking on it for a few records, I was not sure exactly how it was different from the M Books link. It looks to have links to other info about the book and also easier access to Table of Contents, Title Page, and Copyright. There may need to be a "What's This" tool tip for one or both.
5. I wanted to see how the two links compared.
6. I was trying to find out what MBooks was like.
7. "UM Books" site is slow; Google's is faster and allows snippet view even for restricted books.
8. To check for further/different details on item.
9. Wanted to see UM interface
10. Because the MBooks link didn't show me the text. And to see how it was different to MBooks.

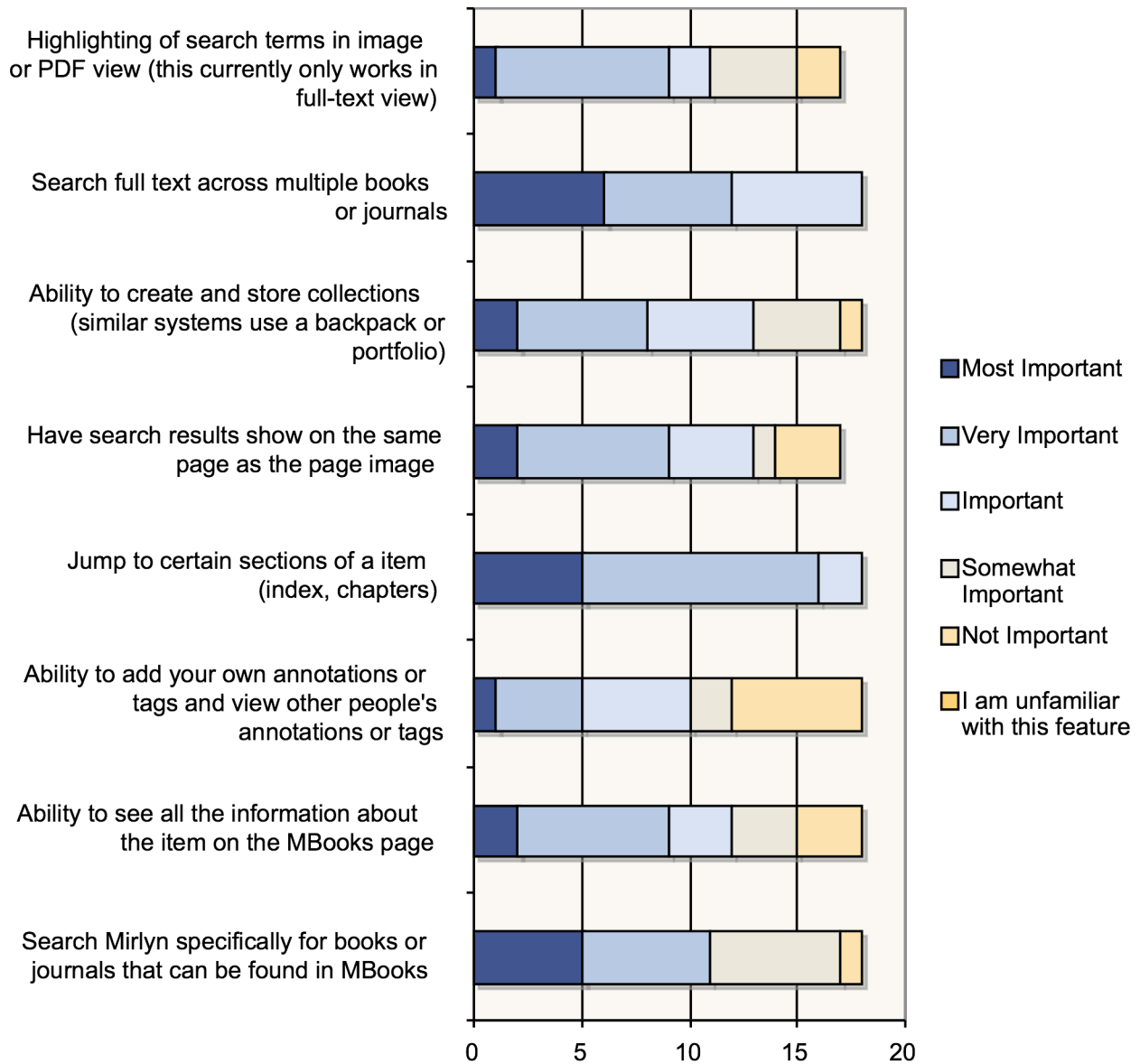
Free-text answers seem to fit into 2 categories: Curiosity about the other interface and dissatisfaction with the MBooks results. One response indicated some confusion and frustration about how MBooks and Google differ.

*Q8: Which of the following features currently available in MBooks have you used?
(check all that apply)*



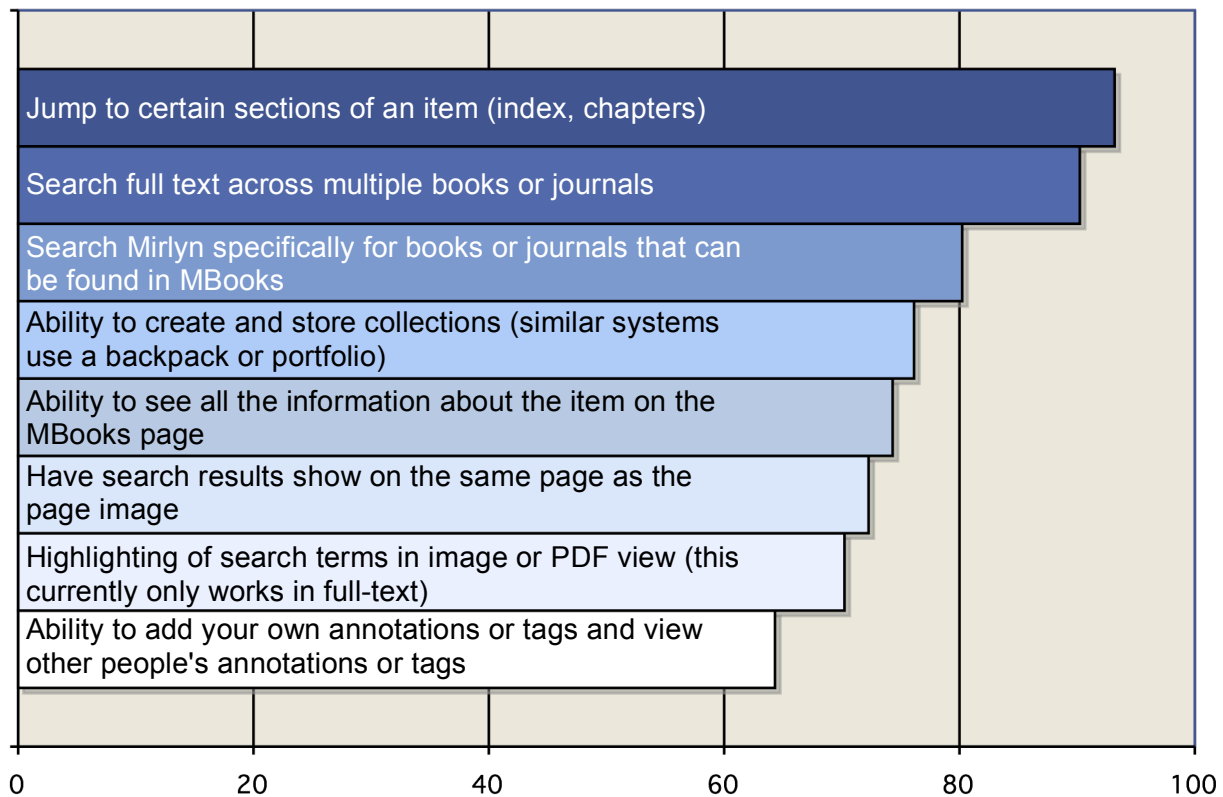
The results of this question basically tell us that the participants are indeed using the different features provided in the interface. Use of the “view this page as” options is especially important since Google Book Search doesn’t currently offer a text view.

Q9: The following is a list of features that MBooks does not currently provide. Please rate the importance of these features for your research needs:



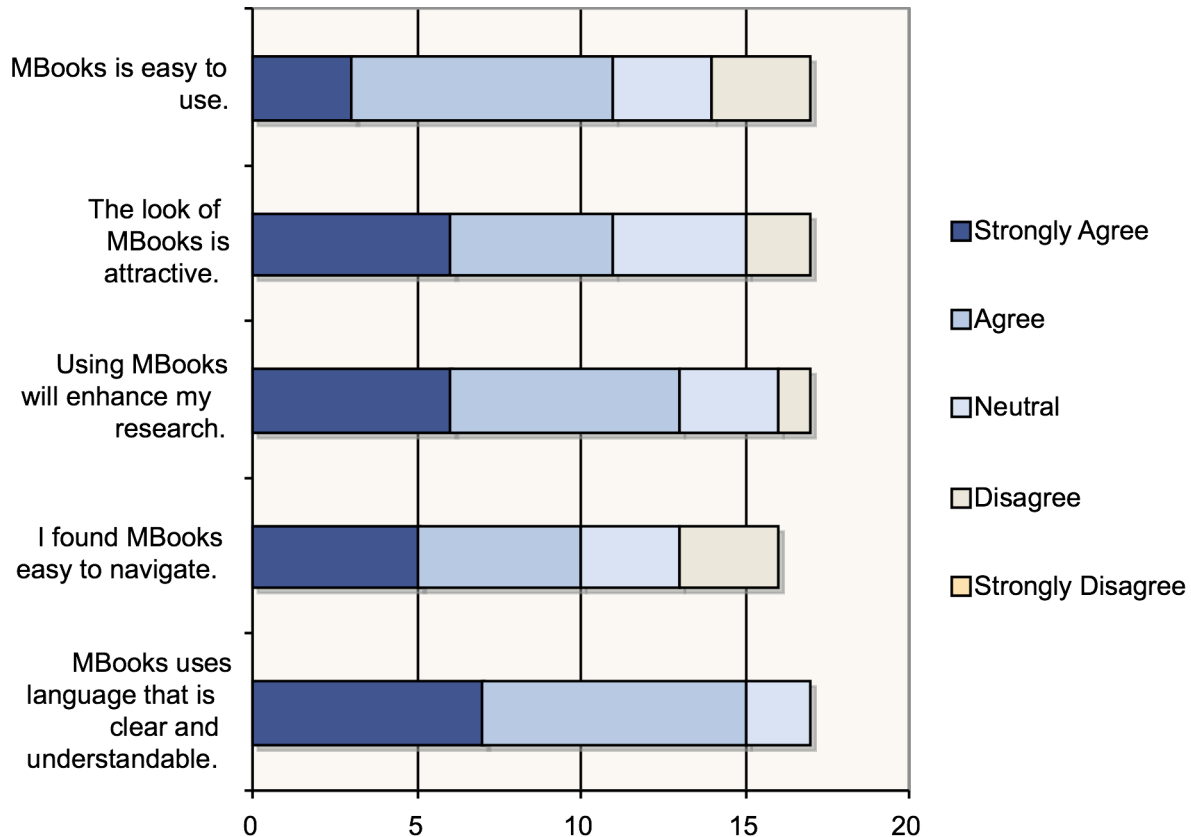
As in Question 3, in order to calculate the order of popularity of the selections, values were assigned to the levels of response, added together with a total of 108 possible points.

- 1 = I am unfamiliar with this feature
- 2 = Not Important
- 3 = Somewhat Important
- 4 = Important
- 5 = Very Important
- 6 = Most Important



This question was specifically designed to address certain questions we have about the direction of development of MBooks. The top four choices are currently being addressed in MBooks phase 2 development. It is reassuring to see that these are indeed things users want from MBooks. The other features may also be added in a future version of MBooks.

Q10: Select the one that best describes your answer:



Few participants responded with “Disagree” and none with “Strongly Disagree.” The survey did not provide an opportunity for the participants to elaborate on why they disagreed. Future in-person interviews and formal user testing will hopefully provide more information and greater detail concerning issues of attitude and satisfaction.

Q11. Please tell us if you experienced any problems while using MBooks or found anything confusing:

1. Could not tell immediately which issue of series I was viewing.
2. The sample book that I viewed (a translation of an Italian book--it came up automatically when I viewed the new interface through a link provided [name omitted]) had a few errors. I think I was on page 46 or 56, and the image had a pencil checkmark at the right side, which was converted to "iX" in the full text version. Also, the PDF version was cropped (the left side of the text was not visible). I didn't browse further to see if the problem existed elsewhere.

3. Often, the UM site is slow. Also, google links frequently don't work.
4. I have only used it a couple of times and nothing is confusing.
5. I found the first page that comes up if you get a post-1923 (or whatever the non-full text date is) books. After clicking on about 5 records I realized that this wasn't a page telling me I couldn't do something with this book (I stopped reading at the bolded "Not Available"). I realized that the second line told me I could search within it. I would strongly advise flipping these two statements. You should emphasize what you CAN do, not what you can not. When someone reads the first words "Page images and full text of this item are not available" they may likely stop there and move on to the next record. I also found the difference btw the MBooks and Google link confusing, as mentioned earlier. I recommend adding a "What's This" link
6. Soem [sic] page images and actual images illegible
7. Blurred, unreadable text (in almost every example I've examined) Nuisance not being able to see all of a page at once--hard to skim the pages. Not always sure what copyright principle is being applied. Often need to go to original print to examine/use images, but MBooks useful to help find them.
8. there was not any PDF image when I clicked it and I did not know why

The goal of asking this question was primarily to give the participants a chance to describe in their own terms whether they had trouble with any part of the process of using MBooks. Some problems, like slowness (a problem that is being addressed by MBooks programmers) or illegible images (which Google creates) don't pertain directly to the interface but are worth documenting. Otherwise, statements like response #5 demonstrate and reiterate that the copyright status of the item isn't entirely obvious. Even though the limited view of an item that is restricted by copyright isn't an error, it is being perceived as one. Similarly, when there is an error, as demonstrated in response #8, the reason why isn't obvious either. Additional findings will be addressed in the recommendations section.

"Not always sure what copyright principle is being applied."

Q12. Please tell us what you particularly liked about MBooks.

1. It is great to be able to see both an image and a textual version so that the text can be searched but idiosyncrasies or diagrams are still accessible. I like the flexibility of jumping to a particular page.
2. I like the links for both versions.
3. Nothing as almost everything I search will only yield number of instances a certain term appears.
4. Obviously, the breadth and depth are impressive. The controls are pretty straightforward and not too numerous. I really liked how you could switch btw text and the page image.
5. Searchability [sic]. Quick access to text from remote location.
6. The design is simple, clear, elegant and particularly useful and intuitive.
7. view options are helpful and easy to use.

Knowing what the participants like is almost as valuable as knowing what they don't like.

Q13. Do you have any other comments?

1. Until many more items are available with at least representative [sic] text in context, this is virtually a useless feature.
2. It might be helpful to have a way of jumping also to a specific page as numbered in the text. In the sample I saw, the digital page numbers did not correspond with the text page numbers because of all the front pages with library information.
3. Great start.

Response #1 is interesting since all items do at least have search capabilities with results in context. This confusion may be caused by missing or misreading the copyright statement for search only items (see Appendix B).

Response #2 comments on a known issue involving page numbers. We are currently exploring possible solutions to this problem.

Q14a. Would you be willing to participate in future surveys or interviews about MBooks or other library resources?

Yes: 66.7% (10/15)

No: 40% (6/15)

Q14b. If you answered 'yes' to the previous question, please enter your email address.

Only 6 of the 10 who answered yes to 14a actually left their contact info. Interestingly (but maybe not surprisingly) those that left their contact info for future participation mostly responded positively to the previous questions.

Recommendations for Interface Changes

Issue 1: Status of copyright is only hinted at in Mirlyn and is not explicitly stated in MBooks

From Survey: Q13, response #1: "Until many more items are available with at least representative [sic] text in context, this is virtually a useless feature."

Q11, response #5: "After clicking on about 5 records I realized that this wasn't a page telling me I couldn't do something with this book (I stopped reading at the bolded "Not Available"). I realized that the second line told me I could search within it."

Q11, response #7: "Not always sure what copyright principle is being applied."

Recommendation: Add copyright status to MBooks interface, possibly in the bibliographic information area. For example, under description, add: Copyright Status: This item is under copyright and restricted to search only. Also, re-write the message that occurs when a user views a page of an item that does not have full-text so that it is more readable and immediately clear why they are only able to search the item. Making it look less like a regular page may also help.

Issue 2: The two links (to MBooks and Google Book Search) in Mirlyn might be confusing.

From Survey: Q7: All responses indicated that they clicked both links out of curiosity.

Recommendation: Add a link to FAQ explaining what the differences are. This issue deserves further exploration and testing. Perhaps using alternative methods of linking to Google Book Search would be beneficial. For example, we could link only to MBooks from Mirlyn but then link to Google Book Search from the MBooks interface.

Issue 3: Insufficient error messages.

From Survey: Q11, response #8 "there was not any PDF image when I clicked it and I did not know why"

Recommendation: Add an error message for problems in generating PDFs.

Issue 4: When viewing serials in MBooks, the bibliographic data does not include volume, issue, or year of the publication that is being viewed.

The example below is for v.2 1913-1915.

Title	[hide] Behavior monographs.
Published	Cambridge, Mass. : H. Holt & Company, 1911-
Description	4 v. : ill. ; 27 cm.
Permanent URL	http://hdl.handle.net/2027/mdp.39015035573297

From Survey: Q11, response #1: "Could not tell immediately which issue of series I was viewing".

Recommendation: Add more bibliographic data for serials. There are technical reasons why this was not done so we are currently exploring possible solutions.

Appendix A: Full Survey

INSTRUCTIONS

Have you used MBooks?

Please help us make MBooks better by answering the following 14 questions.

The survey should take about 10 minutes and is anonymous unless you choose to give your email at the end of the survey.

If you have comments or concerns that require a response please contact us [here](#) instead.

1. Your affiliation/status with the University of Michigan is:

(select the one that best describes you)

- ☐ Undergrad Student
- ☐ Graduate Student
- ☐ PhD Student
- ☐ Faculty
- ☐ Librarian
- ☐ Staff
- ☐ Researcher
- ☐ Not affiliated with UM
- ☐ Other (please specify) _____

2. How long have you been using computers to do research:

- ☐ Less than a year
- ☐ 1-4 years
- ☐ More than 4 years

3. I use the following resources for research:

	Never Used/Not familiar with it	Once or twice a semester	Once or twice a month	Once or twice a week	Daily
Talked to or met with a Librarian in person					
“Ask Us Now!” (UM Library’s Chat Reference service)					
Mirlyn (UM Library Catalog)					
Search Tools (UM's portal to databases, electronic resources, e-journals, etc.)					
Article Databases or Indexes (like LexisNexis, Proquest, FirstSearch, etc)					

SFX link or citation linker					
Other non-UM library resources					
Google					
Google Scholar					
Google Book Search					
Specific Websites geared to research or fact finding (Wikipedia)					

4. Prior to using MBooks, were you aware of its existence?

- ☐ Yes
☐ No

5. The Mirlyn Catalog links to both “UM – online” (MBooks) and “Google Online” (Google Book Search). Did you notice the Google link?

(If you answer “No” you will jump ahead to Question 8).

- ☐ Yes
☐ No
☐ I did not access MBooks via the Mirlyn Catalog

6. Did you click the Google link?

- ☐ Yes
☐ No

7. Why did you or why did you not click the Google link?

(check all that apply)

[Free-text entry field]

8. Which of the following features currently available in MBooks have you used?

(Check all that apply)

- ☐ Expanded the title to show more information about the item
☐ Searched within the text
☐ Visited the “About” page via the “About MBooks” link
☐ Asked a question via the “Ask Us” link
☐ Used the “Bookmark this Page” link
☐ Changed the “View this page as” from image to text or PDF
☐ Changed the size of the page image
☐ Printed a page or more
☐ I was unable to use the previous 2 features because the item I viewed was “search only”

9. The following is a list of features that MBooks does not currently provide. Please rate the importance of these features for your research needs:

	Most Important	Very Important	Important	Somewhat Important	Not Important	I am unfamiliar with this feature
Highlighting of search terms in image or PDF view (this currently only works in full-text view)						
Search full text across multiple books or journals						
Ability to create and store collections (similar systems use a backpack or portfolio)						
Have search results show on the same page as the page image						
Jump to certain sections of a item (index, chapters)						
Ability to add your own annotations or tags and view other people's annotations or tags						
Ability to see all the information about the item on the MBooks page						
Search Mirlyn specifically for books or journals that can be found in MBooks						

10. Select the one that best describes your answer:

MBooks is easy to use.

Strongly Agree Agree Neutral Disagree Strongly Disagree

The look of MBooks is attractive.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Using MBooks will enhance my research.

Strongly Agree Agree Neutral Disagree Strongly Disagree

I found MBooks easy to navigate.

Strongly Agree Agree Neutral Disagree Strongly Disagree

MBooks uses language that is clear and understandable.

Strongly Agree Agree Neutral Disagree Strongly Disagree

11. Please tell us if you experienced any problems while using MBooks or found anything confusing:

[Free-text entry field]

12. Please tell us what you particularly liked about MBooks.

[Free-text entry field]

13. Do you have any other comments?

[Free-text entry field]

14. Would you be willing to participate in future surveys or interviews about MBooks or other library resources?

☐ Yes

☐ No

15. If you answered 'yes' to the previous question, please enter your email address.

[Free-text entry field]

Appendix B: Copyright statement for search only items

The Message states:

Page images and the full text of this item are not available at this time due to copyright restrictions.

(Why?) [[Links to the FAQ/About page](#)]

However, you may search within the text of this item to determine the frequency and location of specific words and phrases.

